1998 MARLBORO BAR PROGRAM
MARLBORO MILES FOR ADMISSION
MERCHANDISER OPERATIONS MANUAL

Managed By:
Entertainment Marketing Inc./Chicago

2070826701

Source: https://www.industrydocuments.ucsf.edu/docs/xqkm0004

I. MARLBORO MILES FOR ADMISSION MUSIC PROGRAM

The Marlboro "Miles for Admission" Music Program is a grassroots promotion which utilizes current Marlboro music clubs in presenting a major touring artist within a smoker friendly environment. This special appearance will attract and reward current and competitive brand adult smokers, age 21 and over in each market.

In addition to this headline act, this "exclusive night of entertainment" will feature a party for smokers, age 21 and over with food from the Marlboro cookbook, and a local DJ/Host. Admission is 200 miles for the smoker and their guest. The Marlboro Miles for Admission Program will take place in the following markets:

Event Date	Venue Name	Market	Doors DJ Starts	Party Start Time	Headliner Set Time
10.12.98	Blueberry Hill's Duck Room	St. Louis	7:00pm	8:00pm	9:00pm
10.13.98	Double Door	Chicago	7:00pm	8:00pm	9:00pm
10.18.98	Mississippi Nights	St. Louis	6:00pm	7:00pm	8:00pm
10.19.98	Martyrs'	Chicago	7:00pm	8:00pm	9:00pm
10.25.98	Metro	Chicago	6:00pm	7:00pm	8:00pm
10.26.98	Mississippi Nights	St. Louis	7:00pm	8:00pm	9:00pm

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II. PROGRAM STAFFING

Please be aware that 1) Affinity manages the promotion for Philip Morris USA, 2) any merchandisers working on the promotion are Independent Contractors or employees of the agency, not of Affinity or Philip Morris USA, and 3) the merchandiser or agency is responsible for any tax or unemployment deductions from the merchandiser's checks, per the Talent Agency Agreement.

- All crewmembers work for an agency, not Affinity of Philip Morris USA.
- All persons working on the promotion as a merchandiser must be paid by an agency.
- All crewmembers must be at least 21 years of age.
- Personality, work ethic and appearance are top priorities.
- GMMs control scheduling throughout the entire promotion.
- An accurate merchandiser time sheet will be kept for each crewmember and verified nightly by the GMM.
- All personnel must pass a drug test prior to working on the promotion. Affinity/Philip Morris will pay for this testing. The GMM should provide each merchandiser with a pre-printed drug testing from prior to their test. The test will then be billed to Affinity.
- All personnel who will be driving Philip Morris Vehicles must present a driving record (DMV report) for the past three (3) years showing zero (0) DUIs/DWIs and no more than three (3) moving violations.

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III. MARLBORO MILES FOR ADMISSION - EXECUTION OVERVIEW

For each concert night, the team will follow a series of procedures detailed below to ensure an exciting and professional promotion.

When Arriving at a Bar/Club

- Park trucks in a highly visible area (near club signs or main entrance).
- Check in with GMM to receive specific assignments.
- Confirm proper placement of POS items and posters, table tents and soft goods.
- Continually keep club clean of any incentive items or other program materials found throughout the bar.
- Each club environment facilitates different operating procedures. General Market Managers should be prepared to adapt to each location's needs, while maintaining the integrity of the program.

Redemption Form Guidelines

- Qualify consumers: "Are you a smoker?"
- Merchandiser must verify age of smoker by asking for a valid photographic identification bearing a date of birth.
- Merchandisers are responsible for collecting completed redemption forms.
- Each smoker is allowed one guest. The guest does not need sign an age verification form. However, the merchandiser needs to verify that the guest is 21 years or older by checking a valid photographic identification bearing a date of birth.
- Merchandiser must note that: Each Proof of Purchase = 5 Miles
- All Marlboro Miles will be accepted for this program i.e. the current '5 Miles', 'Unlimited Miles', 'Adventure Team miles', 'Country Store Miles' etc.
- Merchandiser must check that the number of miles attached to the form is 200 (40 pieces).
- As forms are redeemed, merchandiser must initial each form and mark on the form whether 1 or 2 people were admitted.
- GMM must approve redemption form using initials and secure in locked box.
- Fully understand the Marlboro Miles for Admission Program, **the rules should never be interpreted.**

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- Make sure each survey card is filled out completely and legibly. Pay especially close attention to the following items on the survey card:
  - Date of birth--Some consumers will mistakenly write the current date for their date of birth.
  - Signature--The consumers must sign the card.
  - Abbreviations--Always spell everything out, especially the city.
  - Question #2 (How did you hear about this promotion?) should be filled out on redemption form.

Survey Card Guidelines

- Qualify consumers:
  --"Are you a smoker?"
  --Verify they are 21 years of age or older.
  --"What year were you born?"
  --"How old are you?"
  --You must check photographic identification bearing a date of birth. After a qualified smoker has completed a survey card merchandisers must check photographic identification bearing a date of birth to verify that the name and date of birth written on the survey card match the photographic identification.

- Assist patrons in filling out survey cards completely and legibly, paying special attention to the date of birth and the signature.

- Distribute incentive items (music lighters) to smokers, 21 years of age or older.

- Make sure each survey card is filled out completely and legibly. Any incomplete or illegible survey should be discarded. Pay especially close attention to the following items on the survey card:
  - Date of birth--Some consumers will mistakenly write the current date for their date of birth.
  - Signature--The consumers must sign the card.
  - Abbreviations--Always spell everything out, especially the city.

Upon Returning to Base of Operations

- Check and verify survey cards.

- Secure promotional vehicles.

- Securely store all promotional items from promotional vehicles.

- Sign merchandiser time sheets.

- GMM will confirm next concert start time and employee schedule.

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Uniform

The Marlboro merchandiser uniform is designed for maximum visibility and should be worn properly at all times during working hours by both GMM and merchandisers. No one should wear a uniform in public when not on duty. Maintain a neat, clean and professional appearance at all times.

Philip Morris USA will provide:

- Polo style shirt
- Marlboro cap

Merchandisers must provide:

- Black shoes - either sneakers or "Doc Marten" style
- Black pants/jeans

Merchandisers should not chew tobacco, gum, straws, toothpicks, etc. while in the clubs. Smoking is prohibited in the clubs. Remember that while the group is striving for maximum visibility, they are representing the client and must look and act professionally.

Standard Of Conduct

As a representative of the 1998 Marlboro Bar Program, you are expected to maintain a professional standard of conduct at all times. Anyone who violates reasonable standards of conduct on the job will be subject to disciplinary action and possible dismissal. Such violations include, but are not limited to: insubordination, failure to carry out a reasonable request for your manager or other management representative, failure to meet paperwork deadlines, failure to attend meetings or program events, theft, damage or misuse of company property, intoxication, use of illegal drugs, falsification of records, and unauthorized disclosure of confidential company information.

Although the work we do is enjoyable, please remember that you are working. For your safety and to prevent conflicts with event producers and bar owners, consumption of alcoholic beverages while on duty is strictly prohibited.

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Special Situations

If you or your staff encounter any problems while working on the promotion, please contact your GMM immediately.

You or any member of the staff may **not** consent to interviews. Representatives from other companies or organizations may question you. If this situation arises, you can:

- Tell them you are not qualified to answer their questions
- Refer them to your GMM
- Ask them for their business card and submit to GMM

If a reporter asks for an interview, explain that you are not qualified to comment and refer him to your GMM.

The issue of smoking and health can generate varying opinions. Please avoid becoming involved in discussions of this nature. If a negative statement attacking you or the cigarette industry is made, we suggest a response such as:

- "I'm afraid I am not sufficiently qualified to comment on that issue. I'll be happy to put you in touch with my manager. Thank you."
- "I respect your opinion and I'm sorry you feel that way. I'll be happy to put you in touch with my manager. Thank you."
- If you are asked if you are a smoker, the answer is yes or no, period. Remember, smoking is an adult choice.

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IV. PROMOTIONAL VEHICLES - EVENT TRUCKS

Operation Policies

Philip Morris vehicles should be operated within the confines of the law at all times. This includes driving the speed limit at all times. Seat belts should be worn and doors should be locked during operation. While the Promotional Trucks are in motion no one should be in the truck bed or on any other exterior part of the truck. No unauthorized personnel should operate or occupy any Philip Morris vehicle. Use common sense and always maintain a "safety first" attitude.

Driving Records (DMV reports) will be obtained by for any Affinity employee operating a Philip Morris vehicle. Each DMV report, covering the last three (3) years, must show zero (0) DUI's/DWI's and no more than three (3) moving violations. Any Affinity employee that has a driving report that does not meet these requirements will be forbidden to operate any Philip Morris Vehicle.

Affinity is not responsible for any moving violations or parking tickets incurred as a result of Philip Morris Vehicle usage. Any driver who incurs a violation is responsible for payment of any and all fines resulting from that violation. Promotion Managers are ultimately responsible for full payment of all fines incurred any Philip Morris vehicle in their market. Affinity will conduct DMV checks on all Philip Morris vehicles at the conclusion of the program. Any outstanding fines will be withheld from the Promotion Managers final fee payment.

Philip Morris vehicles are not intended for personal use. Under no circumstances are these vehicles to be used for reasons other than those related to program. Remember that these highly visible vehicles are representing our client. Please operate them with respect at all times.

The interior, as well as the exterior (including truck bed), of all Philip Morris Vehicles should be kept clean at all times. Keep all personal items stowed under or behind the seat. Affinity is not responsible for any items lost or stolen from Philip Morris Vehicles.

The GE Capital Fleet Maintenance program covers Philip Morris vehicles. GE Capital Fleet Maintenance Driver's Guides are provided for each van/truck and each guide should be kept in the glove compartment. This guide provides detailed information on recommended scheduled maintenance, authorized vendors and a checklist detailing information that should be obtained if you are involved in an accident. Most major non-scheduled maintenance should be done at an authorized Chevrolet dealer. There is a $500 limit for non-dealer scheduled service and repairs. This will be billed directly to Philip Morris USA directly. With this Fleet Maintenance plan, along with dealer warranties, you should not have to pay out-of-pocket expenses for any service on Philip Morris vehicles.

GMMs must have an extra set of keys for all Philip Morris vehicles. Please note that the trucks are equipped with an alarm system. An alarm instruction manual can be found in the truck's glove compartment. Please review this manual thoroughly before operation.

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Vehicle Accident Procedures

In the event of an accident involving a Philip Morris vehicle, please observe the following procedures:

1) Report an accident when there is:
   - Collision of any kind.
   - Injury to you or any other person.
   - Damage to the truck, including vandalism.

2) In the event of an accident: (Not all directions apply to all situations)
   - Stop, stay calm, and do not argue or admit liability.
   - Notify your Manager.
   - Do not sign any statements, releases or waivers. Do not discuss the accident with anyone other than the police, your Manager or a representative of our insurance company (Kemper Insurance).
   - Protect the scene.
   - Help anyone who is injured, but avoid moving them. Call for medical help.
   - Contact the police. Provide details to the police and obtain copies of reports. Get the name and badge number of the officer taking the report.
   - Familiarize yourself with the accident scene and the surrounding areas. Note such things as street names, traffic signs and signals, obstructions, weather conditions and exact time and date.
   - Obtain the other driver(s)'s name, address, phone numbers, license plate number, driver's license number, vehicle make and model, and insurance information (company name and policy number).
   - Give information as detailed above to other driver.
   - Obtain names and addresses of witnesses.
   - Report the accident to GE Capital Fleet Services within 24 hours at (800) 231-1044 (24 hours a day).
   - If there is a fatality, serious injury or severe property damage, notify Kemper Insurance immediately at (800) 7KEMPER.
   - Fill out the ACCORD accident report form; retain a copy and mail copies to:

GE Capital Fleet Accident Services
PO Box 16063
Minneapolis, MN 55416

Philip Morris Fleet Mgmt. Dept.
120 Park Avenue
New York, NY 10017

Affinity/Chicago

3) Drug and alcohol testing:
   - *You must submit to a drug and alcohol test within 24 hours of any accident.*
   - At collection facility, execute the necessary consent forms and provide urine and/or blood samples as requested.
   - Failure to comply will result in immediate termination.

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Hazardous Materials Training

Within the United States "hazardous materials" are defined and regulated by the Department of Transportation (USDOT). The requirements for safe transportation and handling of hazardous materials are found in Title 49, Code of Federal Regulations, usually referred to as 49 CFR. The Code must be followed for packing, handling, and transporting these materials, for marking and labeling packages, and for placarding transport units to communicate hazards. Training requirements have recently been added to these regulations, and due to the combustible nature of several of the items used in this program, each Promotion Manager must understand and be tested on these Federal Regulations. He or she is also responsible for testing each and every merchandiser on the team, whether they are part or full time. The information attached details everything you will need to know as in the areas of handling, shipping, and transporting hazardous materials.

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Certificate Of Training

The Certificate of Training must be read, signed and returned to your GMM after you have completed training.

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MANUAL FOR THE DISTRIBUTION OF MARLBORO BRANDED MERCHANDISE

Instructions for Promoter

All points in this manual must be reviewed with individuals involved in the sale or distributors of Marlboro Merchandise ("Distributors") and a copy given to each

Distributors must sign the attached certificate, indicating that they have been told of distribution restrictions and understand that they are subject to immediate dismissal if they knowingly violate these restrictions.

Be sure to monitor distributors to ensure their compliance with distribution guidelines and restrictions. It is your responsibility to dismiss any distributor who, in your judgment, knowingly violates these restrictions.

Instructions for distributors

Selling or Distribution to the Consumer

- Determine whether he or she is a smoker and 21 years of age or older. If so, offer the branded merchandise.

You will not have time to:

- Stop and talk about Marlboro cigarettes.
- Debate or argue the issue of cigarette smoking and health.

- If a negative statement attacking you or the cigarette industry is made, the following response is suggested:

"I regret that you feel that way. Thank you."

OR

"I'm not sufficiently qualified to comment on that issue. Thank you."

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RESTRICTIONS ON DISTRIBUTION

You are required to observe certain distribution restrictions developed by Philip Morris to maintain the good community relations our brands and people enjoy. Please review this important information carefully.

You must sign the Certificate on the last page of this manual, indicating that you understand and agree to the following restrictions:

- Distribute Marlboro Merchandise only to smokers who are 21 years of age or older. You must verify the smoker's name and age by checking photographic identification bearing a date of birth.

- Do not distribute Marlboro Merchandise to non-smokers. Branded merchandise is intended only for smokers.

- Distribution of merchandise should be conducted only by authorized persons. Take care of you merchandise. Store it in secure places both on and off the job to avoid inadvertent distribution.

- Circumstance preventing distribution from being conducted consistent with the provisions of this manual should be stopped until such circumstances abate.

Please comply with the important guidelines in this manual to ensure the success of the program.

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CERTIFICATION

This certifies that I have been instructed by representatives of Philip Morris USA, or their designated distributing agency, on branded merchandise distribution guidelines and restrictions.

I will offer branded merchandise only to smokers who are 21 years of age or older, and I will follow all other distribution guidelines and restrictions.

I recognize that I am subject to immediate dismissal if I offer branded merchandise to any smoker who is not 21 years of age or older, or if I violate any distribution restrictions.

_____
Signature

_____
Date

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E. Certification

This certifies that I have been instructed by representatives of Philip Morris USA, or their designated agency, on surveying, cigarette sales and branded merchandise distribution guidelines and restrictions.

I will survey, sell cigarettes and offer branded merchandise only to smokers who are 21 years of age or older, and I will follow all distribution guidelines and restrictions.

I recognize that I am subject to immediate dismissal if I sell cigarettes or offer branded merchandise to any smoker who is not 21 years of age or older, or if I violate any distribution restrictions.

Print Name: _____

Signature: _____

Date: _____

Market: _____

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Materials Agreement

Also included in is a copy of the Materials Agreement. This must be read, signed and returned after training to your GMM.

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MARLBORO MUSIC
MILES FOR ADMISSION PROGRAM

MATERIALS AGREEMENT

This certifies that I understand that all program materials are property of Philip Morris U.S.A.. These materials include, but are not limited to, the incentive items, uniforms, vehicles, training manual, and any other items pertaining to the program that are distributed or purchased by Philip Morris U.S.A. or Entertainment Marketing, Inc..

I recognize that any misuse or improper distribution of any program materials may result in my immediate dismissal. This includes any distribution of incentive items to anyone who is not a smoker, 21 years of age or older.

Should my assignment be terminated for any reason, I will return all of the program materials and/or supplies within five (5) calendar days following my last day of work. Failure on my part to return such items will grant Entertainment Marketing, Inc. the legal right to withhold my final payroll check or other monies which may be due and payable to me until such items are returned in good order (normal wear and tear accepted).

_____
Signature

_____
Date

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